FLORIDA ATLANTIC UNIVERSITY
VISUAL STANDARDS MANUAL

Version 3.0 (10/2014)

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The *Florida Atlantic University Visual Standards Manual* is a resource for all members of the University community and is designed to ensure consistent and appropriate use of a three-tiered visual standards program developed and approved during the 2004-05 academic year. The visual standards—or guidelines—included in this manual represent official University policy related to any and all graphic representations of FAU, its programs and athletic teams.

University policy dictates that all printed material intended for external audiences must be developed and produced under the guidance of the Office of University Communications. For additional information or further clarification of the University's visual standards, please contact University Communications at 561.297.0096 or *branding@fau.edu.*

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From the President

To the University Community:

Creation of a standard set of institutional marks for FAU has been a long time coming. The University's logos and colors had no consistency until the 1990s, when a number of "official" owl logos were introduced in fairly rapid succession, without usage guidelines. Predictably, confusion ensued. The unfortunate results can still be seen in the potpourri of logos that appear on parking decals, t-shirts, lapel pins, coffee cups and other FAU merchandise. As the University approached its 40th anniversary year, it was clear that a serious branding campaign had to be undertaken, with the goal of creating a strong, consistent visual identity for this growing institution.

The branding campaign led to the introduction of three graphically striking new symbols for Florida Atlantic University. These marks are now used in a multitude of ways to represent FAU to the world. The *Visual Standards Manual* details the guidelines that must be followed in order to make sure that FAU has a strong, clear identity in the public arena.

Presidential Memorandum #3, indicates that any use of the University name or marks must be used in accordance with the guidelines stipulated in this manual and with approval of the Office of University Communications, which is charged with ensuring that University messages are conveyed in a unified, consistent voice, further strengthening the FAU brand.

Your cooperation is expected and appreciated.

Sincerely,

The Office of University Communications
Florida Atlantic University

The Need for a Consistent Visual Identity

The University's branding campaign was carried out over an 18-month period between 2003 and 2005, with the help of Rickabaugh Graphics, a nationally known consulting design firm, and input from more than 4,000 members and friends of the FAU community. People responding to surveys and taking part in focus groups gave their overwhelming endorsement to retaining the burrowing owl as FAU's mascot, and that has been done. The University seal—in use for many years—was modified slightly to give it a cleaner, more modern look.

Please give your close attention to the mandatory usage guidelines presented in this manual. The guidelines apply to both printed and electronic forms of the University's visual identity. Correct, consistent application of the new images is the most crucial step in the branding process.

As with any project using the University identity, please contact the Office of University Communications at *branding@fau.edu* or 561.297.0096, ***before beginning the project***, for additional information and guidance or if you have specific concerns about how these standards affect your project.

Note: Addenda detailing specific areas of FAU's visual standards will be released as needed.

University Logo

FAU
FLORIDA ATLANTIC UNIVERSITY

Athletic Logo

FAU
FLORIDA ATLANTIC

University Seal

FLORIDA ATLANTIC UNIVERSITY
EST. 1961

Official Florida Atlantic University Colors

Primary Identity Colors

Color is one of the most important elements of FAU's visual identity. The FAU colors on this page are the only approved identity colors. The FAU logos should not be reproduced in any other colors without prior approval.

The primary colors for Florida Atlantic University are FAU Blue and FAU Red. FAU Blue should be the dominant color in all University communications. FAU Red is to be used as a complement to be FAU Blue and should never be the dominant color.

FAU Blue
*PANTONE 295
CMYK: 100C - 78M - 26Y - 28K
Web Safe/RGB: 003366

FAU Red
PANTONE 200
CMYK: 20C - 100M - 81Y - 10K
Web Safe/RGB: CC0000

Secondary Identity Colors

In addition to the primary colors of FAU Blue and FAU Red, there are two secondary identity colors. FAU Silver (and its nonmetallic alternative, FAU Gray) may be used with FAU Blue and FAU Red as an accent only. The use of FAU Silver/Gray should always be minimal. FAU Silver is always preferred, but at times when a metallic ink is not practical or possible, FAU Gray may be substituted.

FAU Silver
PANTONE 877
No CMYK
No Web Safe/RGB

FAU Gray
PANTONE 428
CMYK: 23C - 16M - 14Y - 0K
Web Safe/RGB: CCCCCC

**PANTONE® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide 1000.*

The Seal

The Florida Atlantic University seal is to be used only for official business of the University. Like other institutional seals, it is designed to function as a stamp of validation and not as a logo. The University logo (see page 4) provides an official University mark to signify FAU's quality and excellence.

Research into seal usage guidelines at Florida's other state universities and universities around the country, as well as the findings of a group convened by the University Provost to discuss seal use, resulted in formulation of the guidelines listed on page 3.

The Florida Atlantic University seal symbolizes the University. At the heart of the seal is the lamp of knowledge, representing our commitment to academic excellence. It will always be the focus of FAU.

The lamp of knowledge is placed on a sea of waves, which symbolizes the word "Atlantic" in the University's name and the important role the ocean plays in the life of the FAU community— from research to recreation.

The radiating rays of light above the lamp of knowledge represent the energy and excitement emanating from our campuses as we move into the future. The rays also depict the sun—and our "Sunshine State."

The name of our University encircles the seal and includes the date the University was established by act of the Florida Legislature. (The doors first opened for classes three years later, in 1964).

Approved Seal Use

Diplomas
Academic Certificates (must have signature of Dean, Provost or President)
Honorary Degrees
Official Documents:
- Letters of certification
- Transcripts
- Resolutions
- Grant applications/requests
- Course catalogs

Legal Documents:
- Contracts
- MOUs

Commencement/Convocation-Related Items:
- Banners
- Sashes
- Regalia
- Class rings
- Graduation diploma frames
- Podium signs

University flags
Pre-approved gifts *(not for resale)*
Letterheads specific for the:
- President
- Provost
- BOT members

(To be used when the letter is signed by the President, Provost, BOT member; not for use by staff members of each office.)

Some Examples of Non-approved Seal Use

Business Cards
Stationery other than letterhead
Signage
PowerPoint presentations
(PowerPoint presentations made to the BOT or the BOG may display the seal.)
Ads (print, web or television)
Merchandise available for sale
Web sites
Podium signs
(except at commencement and convocation)
Videos
Printed material:
- Brochures
- Magazines
- Newsletters, etc.

The University Logo

The FAU logo represents the University. It is the cornerstone of the University's visual identity. Although it identifies the University on everything from stationery to vehicles, its use is still governed by the guidelines in this manual.

FAU

FLORIDA ATLANTIC UNIVERSITY

INITIAL MARK
The version shown at left (without the wording) should be used only after the name of the University (or the logo version with the wording) has already been used prominently.

The line is an essential part of the logo and must always be included.

The Florida Atlantic University Logo features a depiction of a wave inside the letter "A." This wave is a tribute to an important part of our name: Atlantic. The geographic proximity of all of our campuses to the Atlantic Ocean is part of FAU's "cultural DNA." The ocean is not only an important element of the South Florida culture but also the subject of many fields of specialized study at FAU. The wave in our logo also represents energy and forward motion. The acclaimed faculty and staff and dedicated students at FAU are part of a "wave of the future" that is taking the University in new and exciting directions.

Color Variations for the University Logo

The FAU logo has limited color variations. It is greatly preferred that the two-color logo be used whenever possible. The two-color logo can be reproduced in FAU Blue and FAU Red or their process color equivalents. If the two-color version is not possible, it is preferred that the logo be reproduced in the FAU Blue version. If this is not possible, the logo should be reproduced in black.

The two-color, FAU Blue and black logos can be used without alteration on white or light-colored backgrounds. The FAU Silver/Gray logo should be used only in special cases, on an FAU Blue or black background. The University logo should **never** appear in any colors other than blue with a red line, blue, black, white, or gray/silver. When the logo is used in one color, the line should also be that color.

On White Backgrounds

Two-color, FAU Blue and black University logos are unaltered on white backgrounds

On Light Backgrounds

Two-color, FAU Blue and black University logos are unaltered on light backgrounds

On FAU Blue Backgrounds

The White or FAU Silver/Gray University logo can be used on backgrounds of black and FAU Blue

On Dark Backgrounds

The white University logo can be used on any dark background including FAU Blue

Permissible Color Variations

Two-Color Logo

FAU Blue Logo

All Black Logo

***FAU Silver/Gray Logo**

***White Logo**

**For use on FAU Blue or dark backgrounds only.*

The Wordmarks

In addition to the logo, variations in which the text is presented in different configurations are available. These are called University wordmarks. Acceptable variations are shown below.

There should never be a deviation from the proportions, layouts and colors shown on this page. Please address any questions to University Communications at *branding@fau.edu* or 561.297.0096.

Permissible Color Variations

Two-Color Wordmark

FAU Blue Wordmark

Black Wordmark

FAU Gray/Silver Wordmark
(For use on FAU Blue or dark backgrounds only)

White Wordmark
(For use on FAU Blue or dark backgrounds only)

The Wordmarks with Type

FAU's various wordmarks with type offer compatibility with different page layouts (see below). The wordmarks with type can be used only in the variations listed below and the four color variations at right.

There should never be a deviation from the proportions, layouts and colors shown on this page. Please address any questions to University Communications at *branding@fau.edu* or 561.297.0096.

The layout options for the University wordmarks with type are shown below. Additional type is always set in Optima.

FAU
FLORIDA ATLANTIC UNIVERSITY
Christine E. Lynn College of Nursing

FLORIDA ATLANTIC UNIVERSITY
CAREER DEVELOPMENT CENTER

FAU
OFFICE OF EXECUTIVE EDUCATION
College of Business
Florida Atlantic University

FAU OFFICE OF EXECUTIVE EDUCATION
College of Business
Florida Atlantic University

Permissible Color Variations

FAU
FLORIDA ATLANTIC UNIVERSITY
College of Education

Two-Color Wordmark with Type

FAU
FLORIDA ATLANTIC UNIVERSITY
College of Education

FAU Blue Wordmark with Type

FAU
FLORIDA ATLANTIC UNIVERSITY
College of Education

Black Wordmark with Type

FAU
FLORIDA ATLANTIC UNIVERSITY
College of Education

FAU Gray/Silver Wordmark with Type (for use on FAU Blue or dark backgrounds only)

FAU
FLORIDA ATLANTIC UNIVERSITY
College of Education

White Wordmark with Type (for use on FAU Blue or dark backgrounds only)

Wordmarks with Type on Color Backgrounds

When used with typography, the FAU wordmarks with type have certain requirements on color backgrounds. The FAU wordmarks with type do not have an outline and so it is necessary to ensure its consistency and contrast on various backgrounds. On light backgrounds there is no change needed to the art as long as there is sufficient contrast between the type and the background. On all dark backgrounds, all type and the rule must be white. These considerations are the same for the FAU Blue or black one-color logos with type. As shown, it is permissible to use the logo with type in all white on any dark background.

Two-Color Wordmark with Type on Color Backgrounds

On White Backgrounds

The two-color art is unaltered on white backgrounds

On Light Backgrounds

Art remains unaltered on light backgrounds if there is ample contrast for the FAU Red

On FAU Blue Backgrounds

Change the logo, wordmark, type and line to white on a FAU Blue background

Note that it is very important for the type and rule to be in proper contrast with the background. For this reason, this art may not work well on medium-value backgrounds.

One-Color Wordmark with Type on Color Backgrounds

On White Backgrounds

One-color art (FAU Blue or black only) is unaltered on white backgrounds

On Light Backgrounds

FAU Blue or black art is unaltered on light backgrounds

On FAU Blue Backgrounds

Silver/gray or white art should be used on FAU blue or black backgrounds

On Dark Backgrounds

Silver/gray or white art should be used on dark backgrounds.

School/Department Logos

Some of the layout options for the University logo with type can have their text switched to emphasize a school or department name. This allows the schools and departments to have their own logos while staying within FAU's overall visual identity.

Permissible color variations and the rules for use on color backgrounds are the same as on pages 7 and 8. There should never be deviation from the proportions, layouts and colors shown on these pages. Contact University Communications at *branding@fau.edu* or 561.297.0096 for the creation of school/department logos.

Below are the layout options for the school/department logos (shown with additional text always set in Optima).

FAU CHRISTINE E. LYNN COLLEGE OF NURSING
Florida Atlantic University

FAU
OFFICE FOR STUDENTS WITH DISABILITIES
Florida Atlantic University

FAU
DOROTHY F. SCHMIDT COLLEGE OF ARTS AND LETTERS
Florida Atlantic University

FAU CENTER FOR MOLECULAR BIOLOGY AND BIOTECHNOLOGY
Florida Atlantic University

Permissible Color Variations

FAU
DOROTHY F. SCHMIDT COLLEGE OF ARTS AND LETTERS
Florida Atlantic University

Full-Color Wordmark with Type

FAU
DOROTHY F. SCHMIDT COLLEGE OF ARTS AND LETTERS
Florida Atlantic University

One-Color Wordmark with Type

FAU
DOROTHY F. SCHMIDT COLLEGE OF ARTS AND LETTERS
Florida Atlantic University

Black Wordmark with Type

FAU
CHARLES E. SCHMIDT COLLEGE OF SCIENCE
Florida Atlantic University

FAU Silver/Gray Wordmark with Type (for use on FAU Blue or dark backgrounds only)

FAU
CHARLES E. SCHMIDT COLLEGE OF SCIENCE
Florida Atlantic University

White Wordmark with Type (for use on FAU Blue or dark backgrounds only)

The Elements of the Logo

The elements of the Florida Atlantic University logo should never be used seperately or incorporated into any other graphics or images.

However, the "wave" element can be used as a design element if approved by University Communications. An example of an approved use is the cover of this *Visual Standards Manual*.

Also, the line is an essential part of the logo and must always be included.

The Florida Atlantic University logo features a depiction of a wave inside the letter "A." It represents:

- **The "Atlantic" in our name;**
- **The subject of many fields of specialized study at FAU;**
- **The energy and forward motion at FAU; and**
- **The faculty, staff and students as part of a "wave of the future."**

Primary Athletic Logo

The Florida Atlantic primary athletic logos are the preferred marks to represent FAU athletics. The two primary logos can be used interchangeably, and they should be used in strict adherence to the identity guidelines in this manual.

It is greatly preferred that the full- or two-color primary logos be used whenever possible. The full- or two-color primary logos can be reproduced in solid colors (FAU Blue, FAU Red and FAU Silver/Gray or FAU Blue and FAU Red) or their process color equivalents. If the full- or two-color versions are not possible then it is preferred that the logos be reproduced in the all FAU Blue versions. If this is not possible then the primary logos should be reproduced in all black. The primary logos should **never** appear in any colors other than those shown on this page.

The banner in the primary logos' design must never be altered or replaced.

Note: A version of the athletic logo is available for school spirit-related use, see Addendum 9.

The Florida Atlantic University Primary Athletic Logos feature a depiction of our mascot. The Owls name is a tribute to some of the original inhabitants of our University, burrowing owls. Though small in stature, these animals are quite resourceful and will aggressively defend their turf when threatened. Owls have also long been a universal symbol for knowledge and intelligence. There couldn't be a more appropriate image for the athletic program at an institution of higher learning.

Permissible Color Variations

Full-Color Athletic Logo
Use on white or dark backgrounds **only**

Two-Color Athletic Logo
Use on any background

FAU Blue Athletic Logo
Use on any background

Black Athletic Logo
Use on any background

Secondary Athletic Logo

The secondary athletic logos are complementary marks for representing FAU athletics. The secondary logos are intended as decorative or retail product images for use in contexts in which the name of the University has already been established. They should never be used as the primary identifier of Florida Atlantic athletics. The secondary logos should be used in strict adherence to the identity guidelines in this manual.

It is greatly preferred that the full- or two-color secondary logos be used whenever possible. The full- or two-color secondary logos can be reproduced in solid colors (FAU Blue, FAU Red and FAU Silver/Gray or FAU Blue and FAU Red) or their process-color equivalents. If the full- or two-color versions are not possible, it is preferred that the secondary logos be reproduced in the all FAU Blue versions. If this is not possible, the secondary logos should be reproduced in all black. The secondary logos should **never** appear in any colors other than those shown on this page.

Permissible Color Variations

Full-Color Secondary Marks
Use on white or dark backgrounds **only**

Two-Color Secondary Marks
Use on any background

FAU Blue Secondary Marks
Use on any background

Black Secondary Marks
Use on any background

Winged Monogram

The FAU winged monogram is a secondary mark for representing FAU athletics. The winged monogram is intended as a decorative or retail product image for use in contexts in which the name of the University has already been established. It should never be used as the primary identifier of Florida Atlantic athletics. The winged monogram should be used in strict adherence to the identity guidelines in this manual.

It is greatly preferred that one of the two-color winged monogram logos be used whenever possible. The two-color winged monograms can be reproduced in solid colors (FAU Blue and FAU Red or FAU Blue and FAU Silver/Gray) or their process color equivalents. If the two-color versions are not possible then it is preferred that the winged monogram be reproduced in the all FAU Blue version. If this is not possible then the winged monogram should be reproduced in all black. The winged monogram should **never** appear in any colors other than those shown on this page.

Permissible Color Variations

Two-Color Gray Winged Monogram
Use on white or dark backgrounds **only**

Two-Color Red Winged Monogram
Use on white or dark backgrounds

FAU Blue Winged Monogram
Use on any background

Black Winged Monogram
Use on any background

Identity Fonts

FAU's visual identity includes three primary fonts that complement the logos. The first is ***Palatino***, which is the typeface used for our University's name in the seal and logo. The second primary font is ***Optima***, which is the typeface used in the seal with type and logo with type variations. The third is ***FAU Bold***, a custom font that matches the lettering in the athletic logos. **FAU Bold may sometimes be used with the university logos.**

Each of these fonts should be used in order to create a consistent image for our University. These fonts must be used in the logo and the department name under the logo. Other fonts may be used in the body copy. Any font that is clean and classic in design is compatible with the FAU image.

Please address questions about appropriate fonts or font use to University Communications at *branding@fau.edu* or 561.297.0096.

PRIMARY FAU IDENTITY FONTS

Palatino
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$&()%?-:;.,

The Palatino family is a classic serif typeface with beautiful details. Palatino also is the typeface used in the University logo. For this reason it is the first choice for all FAU communications.

Optima
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$&()%?-:;.,

The Optima family is the primary sans serif font for University communications and the font used in the University logo with type variations. The font is very clean and does not compete with visuals.

FAU Bold
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$&()%?-:;.,

FAU Bold is a custom square serif typeface created for Florida Atlantic athletics. The font can be used to create a consistent look for athletic merchandise and publications.

Logo Clear Zones

The University logo and wordmarks have established clear zones. The clear zones are intended to maintain the images' integrity and avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the **minimum** clear zones shown (one-third of the height of the logo.)

For the University logo, the clear zone equals the space between the bottom of the letter "F" and its middle horizontal stroke (see below). For all of the wordmarks with type designs, the clear zone equals the height of the large cap in the type (see examples on the right).

Athletic Marks Clear Zones

Each of the Florida Atlantic athletic logos has an established clear zone. This clear zone is intended to maintain the logo's integrity and avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the **minimum** clear zones shown.

The clear zone for all of the athletic marks is very simple. It is one-third of the height of the logo itself (see examples on the right). This is true for the primary logos, the athletic logotype, the winged monogram and the secondary logos.

Minimum Logo Sizes

Each of the FAU logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks may not be used any smaller than the sizes shown on this page. The art should be used at these minimum sizes only when necessary. It is preferred that they be used **at least** slightly larger than shown on this page.

Minimum Sizes For FAU Logos

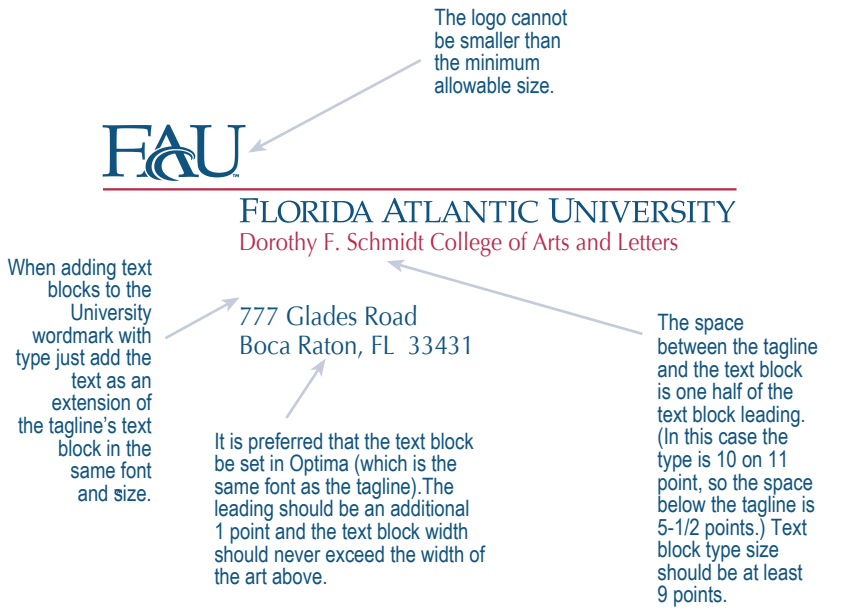
University Wordmark with Type
The minimum size of all versions of the University wordmark with type are based on the minimum size of the logo within the art. This is true in all cases.

University Wordmarks with Text Blocks

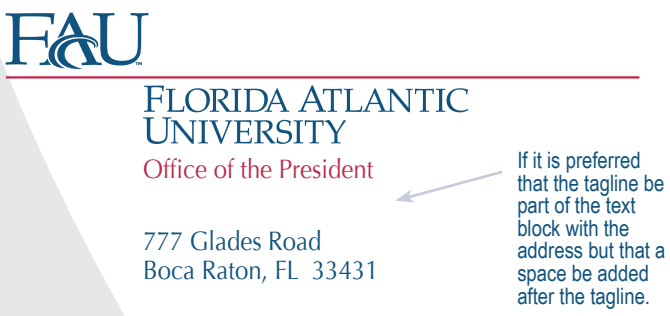
The University wordmarks may be used in conjunction with a text block. The detailed specifications on the right were created to provide a consistent look when text blocks are used with these marks.

University logo variations that are not shown on page 7 are never to be used with a text block because they are not primary marks for the University.

Flush Left Text Block Layout


The logo cannot be smaller than the minimum allowable size.
FAU
FLORIDA ATLANTIC UNIVERSITY
Dorothy F. Schmidt College of Arts and Letters
When adding text blocks to the University wordmark with type just add the text as an extension of the tagline's text block in the same font and size.
777 Glades Road
Boca Raton, FL 33431
It is preferred that the text block be set in Optima (which is the same font as the tagline).The leading should be an additional 1 point and the text block width should never exceed the width of the art above.
The space between the tagline and the text block is one half of the text block leading. (In this case the type is 10 on 11 point, so the space below the tagline is 5-1/2 points.) Text block type size should be at least 9 points.

Other Text Block Layouts


FAU
FLORIDA ATLANTIC UNIVERSITY
Office of the President
777 Glades Road
Boca Raton, FL 33431
If it is preferred that the tagline be part of the text block with the address but that a space be added after the tagline.

FAU
FLORIDA ATLANTIC UNIVERSITY
Office of the President
777 Glades Road
Boca Raton, FL 33431
Adding a text block to a centered design is done in exactly the same manner as described above except the text block is centered below the logo.

Various Identity Violations

For FAU to maintain the design integrity of its identity marks and maximize each mark's effectiveness as an identifier, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Some examples of unacceptable uses of the University marks are shown on this page.

Examples of Unacceptable Uses of FAU Logos

Never switch colors of FAU marks

Never rearrange parts of FAU marks

Never change typefaces in FAU marks

Never delete the line from the FAU marks

Never use different font or italic in tagline

Never use unapproved color combinations

Never resize elements in FAU marks

Never redraw or repro-portion parts of FAU marks

Never use unapproved tag-lines with athletic marks

Never use the athletic logotype without the banner

Never realign typography in any FAU marks

Never add shapes to FAU marks

Never re-space parts of any FAU marks

Never use unapproved taglines with the seal

Never use any FAU logo in all FAU Red

Never reverse the University seal on dark backgrounds

Never use FAU Silver/Gray seal on non-FAU Blue background

Never use the art in the center of the seal alone

For More Information

Florida Atlantic University

Office of University Communications
777 Glades Road
Boca Raton, FL 33431
phone: 561.297.0096
fax: 561.297.2307
e-mail: *branding@ fau.edu*

Contact us for:

- Questions about University visual identity standards
- Permission to use the University identity marks
- Production and/or approval of FAU communications
- Digital logo files including departmental logos
- Website templates, headers and approvals

FAU